

# Do This Not That

*HR edition*

Culture is built through moments, not merchandise. The right gear creates pride, connection, and consistency. Premium merch is a long-term engagement tool; not a giveaway.

## 1. Welcome With Intention



**DO:**


- Curate thoughtful onboarding kits
- Items that help new hires feel confident, connected, and equipped from day one



**DON'T:**

- Hand out random swag
- Generic items make onboarding feel like an afterthought instead of a moment that matters

## 2. Focus on Quality, Not Quantity



**DO:**


- Choose premium, everyday-use items
- Gear they'll reach for: hoodies, drinkware, tech accessories; that become part of the routine



**DON'T:**


- Buy in bulk just because it's cheap
- Low-quality items get tossed, forgotten, or undermine your culture mission

## 3. Make Recognition Meaningful



**DO:**

- Use merch to celebrate real moments
- Personalized gifts for milestones, wins, anniversaries, team appreciation



**DON'T:**

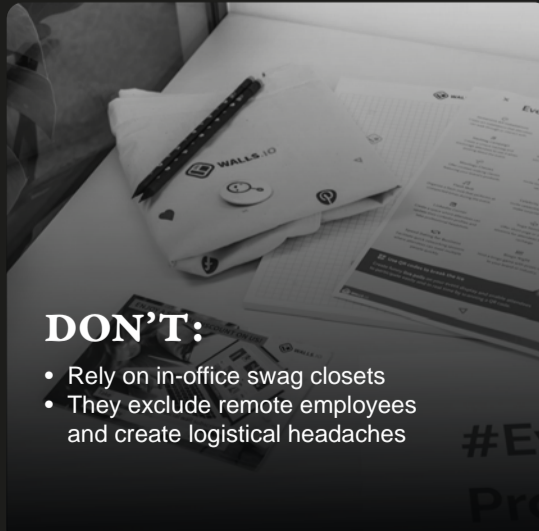
- Give generic "one-size-fits-all" awards
- They feel impersonal and don't drive lasting motivation

## 4. Create Culture Across Every Location



**DO:**

- Use scalable programs for distributed teams
- Kits that ship anywhere, helping people feel included no matter where they work



**DON'T:**

- Rely on in-office swag closets
- They exclude remote employees and create logistical headaches